



JPMA Crib Display Position Statement

When it comes to the display of cribs and crib accessories, there is no specific format or standard for retailers to follow. Instead, whether a chain or individual boutique, each exercises its own interpretation of how a crib should be merchandised. Crib displays run the gamut from bare to fully merchandised with accessories, such as blankets, pillows and toys. Therefore, there is no consistency for consumers to understand the proper outfitting of a crib.

In order to provide consistency for crib display in stores, on websites and on packing materials, the Juvenile Products Manufacturers Association recommends:

- In-store, website and packaging crib displays should follow ASTM standards
- In-store, website and packaging crib displays should not include items that present a suffocation hazard to the baby, such as pillows, blankets or stuffed animals
- In-store, website and packaging crib displays do not need to be completely bare if the accessories included in display follow ASTM guidelines
- Employees and retailers should be aware of these standards in order to inform consumers about these standards

JPMA feels that in order to avoid giving parents misinformation on the safest sleep environment for baby, these standards should be adopted industry-wide. We at JPMA fully support the display of the safest crib surroundings for baby but feel a display with just a crib and its mattress is unnecessary. Some product, as long as it adheres to ASTM standards, may be included in order to present a visually appealing display and reflect an appropriate environment for baby.

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